requests primary information, a portion of the secondary information is forced upon the user. When the user then requests subsequent information, the full version of the secondary information is presented to the user during the interstitial time between the request and the loading of the subsequent primary information. It is useful, for example, in advertising on the internet.

Applicant's claimed invention doesn't distinguish between primary and secondary information. It allows the manipulation of graphical information by presenting the graphical information with an embedded command to the receiving device, and upon execution of the command by the device, the image changes. Applicant has described a novel data structure in which the image data and command are encoded in a data packet.

In claim 1, Applicant has as a limitation element c, which recites "said transmitter including an encoder for encoding into a data packet graphical image data and at least one command for the display of said graphical image data." Examiner pointed to Slotznick at col. 7, lines 1-2 as anticipating this element. However, Applicant find only mention of encoding data generally. There is no mention of a specific data structure, and no mention of containing both image data and image manipulation commands in single data structure. Data encoding is well known, and may be done in a variety of forms, and in fact may be done on several occasions on the same data. Raw digitized voice data may be voice encoded, for example, by linear prediction techniques for compression, which may subsequently be error encoded for trans mission over a channel. Applicant's invention, as shown in FIG. 2, is packaging the image data and command together. This is what is meant by "encoding into a data packet."

A subsequent claim element, element i, recites "said controller in response to said image and said at least one command in said data packet dynamically displaying on said display said image represented by said graphical image data." Examiner pointed to col. 8, lines 30-42 of Slotznick as anticipating this element. However, what is described there is a general definition Slotznick uses to define what is meant by "information." It mentions scripts, animated images, OLE, and other forms of data in broad language. Applicant respectfully submits that Applicants data structure of image data packaged with a specific command to operate on the image data in a single packet is not disclosed. Therefore, Applicant believes Slotznick does not anticipate claim 1.

Likewise for claims 18, 25, and 28, the same data structure is claimed. Applicant respectfully submits these claims are distinguishable over Slotznick. Therefore Applicant believes claims depending from these independent claims are likewise allowable as depending from an allowable claim. Claims 2-6, 6, 9, and 19-20 discuss space related image manipulation. Slotznick in the passages cited by Examiner discusses primary and secondary information, which are unrelated. In the present invention, subsequent packets of image data and command are related.

In general Applicant believes Slotznick operates at a much higher level that the level at which Applicant's invention operates at. Indeed, Slotznick's invention could employ Applicant's invention in, for example, the primary or secondary information.

Claim Rejections - 35 U.S.C. § 103:

Claims 5, 15, 22 and 26 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Slotznick and further in view of Comer (U.S. Patent 6,154,648)

In rejecting these claims Examiner relies on Slotznick as disclosing the data structures of the independent claims. Comer does not disclose the data structure claimed by Applicant, and therefore Applicant believes these claims to likewise be allowable in view of the arguments set forth above.

Accordingly, this application is believed to be in proper form for allowance and an early notice of allowance is respectfully requested.

Please charge any fees associated herewith, including extension of time fees, to 50-2117.

Respectfully submitted,

By: _____

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